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Our Case No. 9623/338

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

Thomas A. Soulanille et al.

Serial No. 09/915,801

Filing Date: July 26, 2001

For IMPROVED SYSTEM AND  
METHOD FOR INFLUENCING A  
POSITION ON A SEARCH  
RESULT LIST GENERATED BY A  
COMPUTER NETWORK SEARCH  
ENGINE

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) Examiner: Alaubaidi, Haythim J.  
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) Group Art Unit No. 2171  
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**RECEIVED**

JUL 16 2004

Technology Center 2100

**AMENDMENT AFTER FINAL REJECTION**

Mailstop After Final  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated January 13, 2004, please amend the application as follows:

**Amendments to the Specification** begin on page 2 of this paper.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 3 of this paper.

**Remarks** begin on page 5 of this paper.